

# Montana Safe Routes to School

Encouraging *Active Lifestyles*



**SafeRoutes**  
National Center for Safe Routes to School



# SRTS Coordinator

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**MONTANA**  
STATE UNIVERSITY

Western  
Transportation  
Institute



# Benefits of Safe Routes to School

## Student Health

- encourage active lifestyles
- increase physical activity
- reduce pollution

## Student Safety

- reduce accident potential
- provide student traffic safety education

## Transportation System

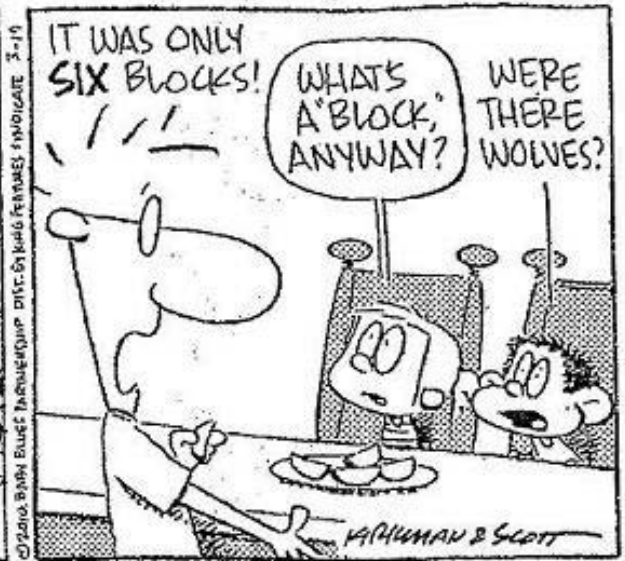
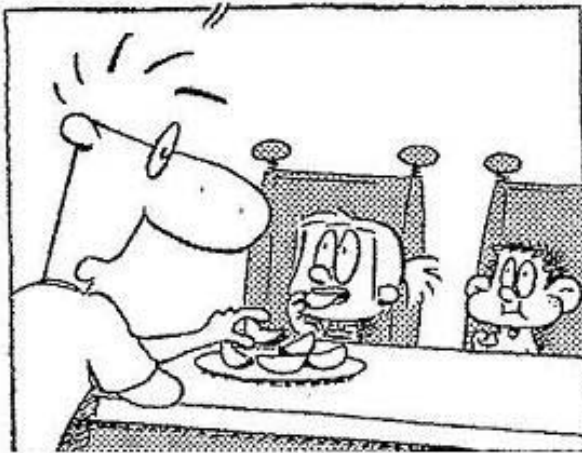
- reduce congestion



# Today's social norms are different

## BABY BLUES

WHEN I WAS A BOY, I WALKED  
SIX BLOCKS TO SCHOOL EVERY DAY.



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KAPLAN & SCOTT



# Today's social norms are different





Today's social norms are different





# Elements of SRTS programs

- Evaluation
- Education
- Encouragement
- Enforcement
- Engineering





# Role of the School

- Educator
- Sponsor
- Advocate
- Participant





# Education and encouragement strategies can often begin right away





# Who needs educational messages?

1. Children
2. Parents
3. Neighbors





# Pedestrian and bicyclist safety skills





# More strategies:

- Signs
- Safety campaigns
- Pace car





# Education summary

- Children
  - Pedestrian and bicyclist safety
  - Personal security
  - Health and Environment
- Parents
  - Pedestrian and bicyclist safety guidelines to reinforce
  - Personal security skills
  - School drop off and pick up procedures
  - Tips for safe driving near the school
- Neighbors
  - Watch for / yield to pedestrians and bicyclists
  - Drive slowly
  - Keep sidewalks clear
  - Prune plants

# Encouragement programs

1. Events
2. Walking school buses
3. Individual competition
4. Contests
5. Route map promotion





# Celebrate International Walk to School Day / Month in October





# Walking school buses and bicycle trains





# Montana SRTS programs



# Shelby SRTS

## ✓ Infrastructure

- manageable sized pieces with prioritized approach
- measured approach (5 years)

## ✓ Non-Infrastructure

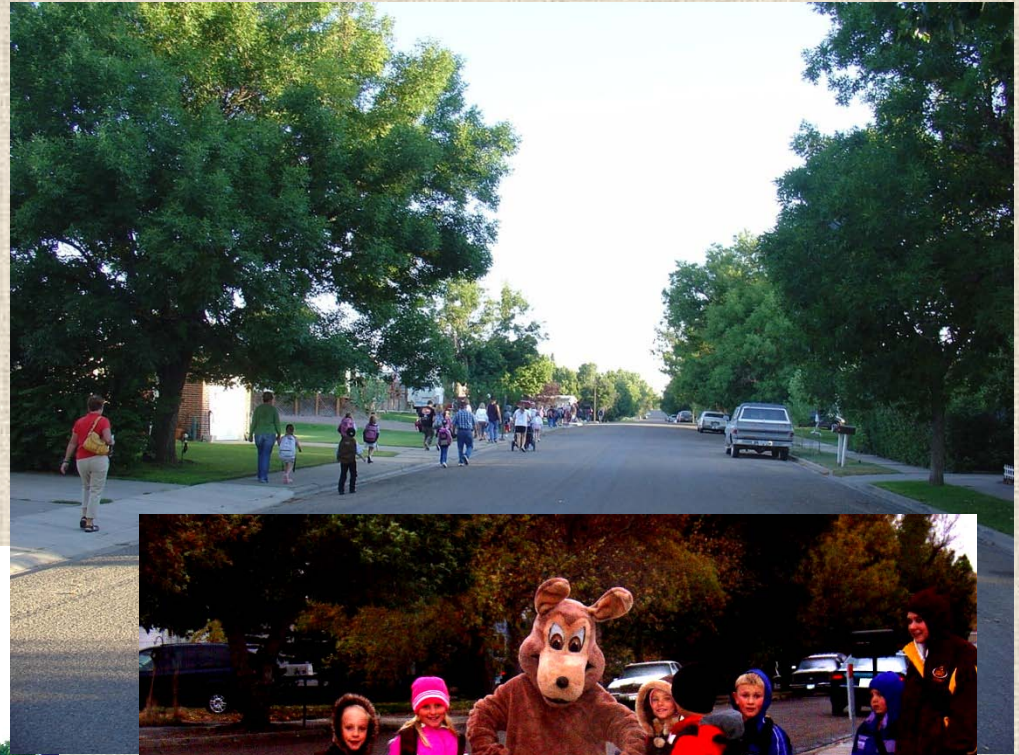
- Walking Wheeling Wednesdays
- Community Involved

## ✓ Success!!!





# Shelby SRTS





# Ronan SRTS

## ✓ Infrastructure

- Focused community wide approach
- Partnering with CTEP, Highway 93 project

## ✓ Non-Infrastructure

- Walk to School Day, Celebrate Paths/Earth Day
- Community Involved
- Education program

## ✓ Success!!!





# Ronan SRTS





# Dillon SRTS

## ✓ Non-Infrastructure

- Walking School Bus program
- Bike recycling program
- Helmet program
- Walk and Talk with the Doc
- Community Involved
- Education program

## ✓ Success!!!





# Dillon SRTS



# Other Safe Routes to School programs...

... Bozeman

... Missoula

... Florence

... Choteau

... your town next!



# Successful Safe Routes to School programs...

- ... increase physical activity
- ...improve safety around schools
- ...help establish lifetime habits
- ...teach pedestrian and bicyclist skills
- ...increase child's sense of freedom
- ... improve air quality in and around schools
- ... are a long term investment in our community

# What about Traffic Education??

- ... Development of middle school curriculum
- ... what can we include to prepare them as drivers
- ... help establish lifetime habits
- ... how can we involve MTEA?



# Web Sites



## [Montana Safe Routes to School Program](http://www.mdt.mt.gov/pubinvolve/saferoutes)

<http://www.mdt.mt.gov/pubinvolve/saferoutes>

<http://www.saferoutesmt.org>

## [National Center for Safe Routes to School](http://www.saferoutesinfo.org/)

<http://www.saferoutesinfo.org/>

**SafeRoutes**  
National Center for Safe Routes to School



## [Safe Routes to School National Partnership](http://www.saferoutespartnership.org/)

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